

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (canceled)

Claim 21. (currently amended): A method for targeting marketing content to ~~a an~~ online user ~~having an associated user profile requiring a photographic likeness of the user~~, each targeted content having an associated target profile defined by market segmentation variables, comprising the steps of:

collecting data elements describing the user in a user profile, the data elements include a photographic likeness of the user;

assigning metrics to the data elements in the user profile, ~~representing either an incremental or detrimental change in a market segmentation variable, and the data elements including include~~
[a] confidence factors that decay[s] over time;

using the assigned metrics, creating data indices corresponding to the market segmentation variables, wherein the data indices identifies user's preferences or purchasing habits with respect to the market segmentation variables;

calculating a user index by applying the assigned metrics to the market segmentation variables;

comparing the user index data indices to the market segmentation variables of the target profile associated with each content to select content that best matches the data indices; and

altering the photographic likeness of the user to incorporate the selected content into the photographic likeness of the user; and

presenting the online user with content based on the step of comparing the altered photographic likeness of the user.

Claim 22 (canceled)

Claim 23. (currently amended): The computer-implemented method of Claim 21 ~~wherein the user profile includes a photographic likeness of the user, and~~ wherein the step of assigning metrics includes assigning metrics to information derived from the user's photographic likeness.

Claim 24 (canceled)

Claim 25. (currently amended): The computer-implemented method of Claim 24 21 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.

Claim 26. (currently amended): The computer-implemented method of Claim 24 21 wherein the photographic likeness is altered to simulate the wearing of clothing.

Claims 27-32 (canceled)

Claim 33. (new): A method to selectively present at least one content to a user, each of the at least one content is associated with zero or more corresponding target profiles, comprising:

collecting data elements describing the user in a user profile, the data elements include a photographic likeness of the user;

processing the photographic likeness of the user by identifying at least one of: (i) facial features and (ii) body features on the photographic likeness of the user;

comparing the user profile, including the identified features, with the zero or more corresponding target profiles of each of the at least one content to select a particular one of the at least one content that matches the user profile; and

altering the photographic likeness of the user to incorporate the selected content into the photographic likeness of the user; and

presenting the user with the altered photographic likeness of the user.

Claim 34. (new): The method of claim 33 wherein processing the photographic likeness of the user also includes converting the photographic likeness of the user to a standard image format.

Claim 35. (new): The method of claim 33 wherein identifying facial features includes identifying the user's eyes, eyelids, eyebrows, cheeks, ears, lips, neckline, hairline, hair color, eye color, skin tone, or face shape.

Claim 36. (new): The method of claim 33 wherein identifying body features includes identifying the user's shoulder.

Claim 37. (new): The method of claim 33 wherein collecting data elements includes collecting initial survey responses, context-specific survey responses, or random survey responses.

Claim 38. (new): The method of claim 33 wherein collecting data elements includes tracking the user's browsing habits.

Claim 39. (new): The method of claim 33 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.

Claim 40. (new): The method of claim 33 wherein the photographic likeness is altered to simulate the wearing of clothing.

Claim 41. (new): The method of claim 33 wherein the photographic likeness is altered to simulate the wearing of jewelry.

Claim 42 (new): The method of claim 33 wherein the photographic likeness is altered to simulate a different hairstyle.

Claim 43 (new): The method of claim 33 wherein the photographic likeness is altered to simulate the user at a different location.

Claim 44 (new): The method of claim 33 wherein the photographic likeness is altered to simulate the user in a different anatomical pose.

Claim 45. (new): The method of claim 33 further comprising assigning confidence factors to the data elements, wherein the confidence factors decay over time.

Claim 46. (new): A method to selectively present at least one content to a user, each of the at least one content is associated with zero or more corresponding target profiles, comprising:

collecting data elements describing the user in a user profile, the data elements include a photographic likeness of the user;

analyzing data elements to identify data elements that are deficient;

finding at least one content having an associated market segmentation variable that relates to the deficient data elements;

asking the user questions that supply the deficient data elements;

processing the photographic likeness of the user by identifying at least one of: (i) facial features and (ii) body features on the photographic likeness of the user;

comparing the user profile, including the identified features, with the zero or more corresponding target profiles of each of the at least one content to select a particular one of the at least one content that matches the user profile;

altering the photographic likeness of the user to incorporate the selected content into the photographic likeness of the user; and

presenting the user with the altered photographic likeness of the user.

Claim 47. (new): The method of claim 46 further comprising notifying a third party of the deficient data elements.

Claim 48. (new): The method of claim 46 further comprising assigning confidence factors to the data elements, wherein the confidence factors decay over time.

Claim 49. (new): The method of claim 46 wherein analyzing data elements to identify data elements that are deficient includes analyzing data elements to identify data elements that have confidence factors that are weak.

Claim 50. (new): The method of claim 46 wherein collecting data elements includes tracking the user's browsing habits.

Claim 51. (new): The method of claim 46 wherein the user is asked questions while the user is browsing the at least one content having the associated market segmentation variable that relates to the deficient data elements.

Claim 52. (new): The method of claim 46 wherein processing the photographic likeness of the user includes converting the photographic likeness of the user to a standard image format.

Claim 53. (new): The method of claim 46 wherein identifying facial features includes identifying the user's eyes, eyelids, eyebrows, cheeks, ears, lips, neckline, hairline, hair color, eye color, skin tone, or face shape.

Claim 54. (new): The method of claim 46 wherein identifying body features includes identifying the user's shoulder.